# User Profiles

→ **Draw a picture of them!**
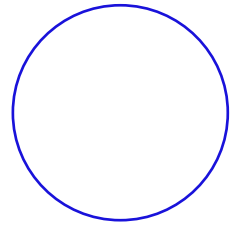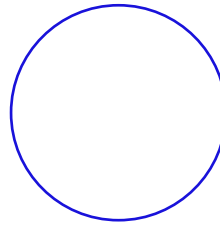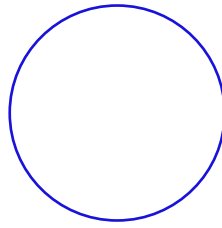
| NAME | | | |
|---|---|---|---|
| **BIO**<br>Age?<br>Location?<br>Occupation? | | | |
| **VALUE**<br>Do they create IMPACT, REVENUE or BOTH for you? | | | |
| **PURPOSE**<br>Why are they interacting with your brand?<br><br>What pain points is your brand helping this user address? | | | |
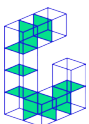
# Marketing: Accountability

A helpful customer-lifecycle framework invented by Dave McClure from 500 startups.

| METRIC | #OF (   ) | BY (TIME PERIOD) |
|---|---|---|
| **ATTRACT** We're going to ATTRACT (#) of (AUDIENCE) BY (TIME PERIOD) | | |
| **ACTIVATE** We're going to ACTIVATE (#) of (AUDIENCE) BY (TIME PERIOD) | | |
| **RETAIN** We're going to RETAIN (#) of (AUDIENCE) BY (TIME PERIOD) | | |
| **REVENUE** We're going to generate ($) in REVENUE from (AUDIENCE) BY (TIME PERIOD) | | |
| **REFERRALS** We're going to gain (#) of REFERRALS (AUDIENCE) BY (TIME PERIOD) | | |
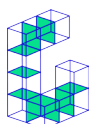
# Marketing : Activity Planning

**ROUND 01:** _____

| OPPORTUNITIES | RISKS | WAYS TO TEST |
|---|---|---|
|  |  |  |

**ROUND 02:** _____ + _____

| OPPORTUNITIES | RISKS | WAYS TO TEST |
|---|---|---|
|  |  |  |

**ROUND 03:** _____ + _____ + _____

| OPPORTUNITIES | RISKS | WAYS TO TEST |
|---|---|---|
|  |  |  |

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# Marketing: Program

**SELECTED IDEA:**

_____

_____

| | |
|---|---|
| **WHO'S INVOLVED?** Who is the main person responsible for the work? | |
| **NEXT STEPS** What are the immediate next steps? | |
| **DEADLINE** What deadline dates do you need to set? | |
| **RESOURCES** What resources are you currently missing? | |

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